



SUCCESS STORY | SOFTWARE

# How a Global Software Leader Earned Page-One Google Rankings in 30 Days



## INDUSTRY

Software

## COMPANY GOALS

Grow topical authority, increase brand visibility across traditional and AI-powered search and prove the ROI of every dollar invested in content.

# Introduction

For a global software company built around customer experience automation, owning the conversation in their space was a reflection of their identity as a recognized thought leader.

They had the credibility and expertise. What they needed was a strategy to make sure expertise was showing up where it mattered: in search, in AI-generated answers and in the minds of buyers in research mode. When competitors began accelerating their content creation and staking out ground across key topics, the company knew it was time to move with purpose.

That direction led them to Kuno and an SEO strategy that supported sustained growth.

## The Challenge

A recognized innovator in their field, the software company already earned its place in industry conversation. But as more players in the space pushed out more content, they wanted to make sure they held onto topical authority while growing their brand's visibility.

To get there, they needed to keep their foot on the SEO pedal, producing more high-quality content faster, without losing the accuracy and brand voice their audience expects.

Reporting mattered just as much as execution. They wanted to see the measurable impact of their investment, with clear data to show what was working and where things were heading.

## The Partnership

When Kuno first started working with the client, the focus was on optimizing existing pages and building out an internal linking strategy to create a solid structural foundation for everything that would come next. Alongside those efforts, our team provided structured outlines to help support the creation of high-ranking blog content.

From there, we focused on mapping out a robust glossary strategy. The approach was built on insights from a gap analysis and closely aligned with the client's service offerings, so every page was relevant to the business with an educational intent. Pages were developed in small batches, with the client team closely involved in prioritizing which terms to go after first. Trained AI tools and skills helped scale content creation without losing accuracy or brand voice.

At the same time, custom GPTs became part of the picture. Kuno set up a custom workspace inside the client's GPT account and produced batches of content targeting their focus keywords and covering big themes in their category. The goal was to get those signals in front of AI search engines and further bolster what the glossary page strategy was already building.

The two efforts worked hand-in-hand. Glossary pages gaining traction in Google gave AI tools more quality content to surface, and the custom GPT work reinforced the themes and signals that were helping those pages climb in the search ranks.

## Key Wins

The data tells a clear story, and it's one of a clear upward trend.

Just shy of nine months after launching the glossary, **total impressions from those pages surpassed 508,000**. By that time, **the glossary pages ranked for nearly 300 keywords**.

One glossary page targeting "call center quality management solutions" went from **outside the top 100 to page one of Google in roughly 30 days**. Other key industry terms like "AI call center software" and "intelligent call routing" followed similar growth trajectories in search.

From there, there's a pattern that drives momentum: a new glossary page earns page-one placement on Google, gets picked up by ChatGPT and gets cited in AI-generated answers. Each new page reinforces the ones that came before it, and the visibility keeps growing.

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"What set Kuno apart was that they built systems, not just deliverables. Their content strategy to build out our glossary and build listicles and competitor content at the bottom of the funnel was game-changing. They built out templates, Claude Skills, and AI-Automation that helped us stand up and let our team scale content to create a pipeline-driving engine that will provide ROI for years to come

**Senior Manager, Digital Marketing**

## Quick Stats



**508,000+**

total impressions from  
glossary pages within 9 months



**~300**

keywords ranked by  
glossary pages within 9 months



**30 days**

to go from outside the top 100 to Page One Google ranking

## The Vision

While growing the brand's visibility within AI search, Kuno has also collaborated with the software company to develop AI systems that support scalability. The partnership now extends beyond SEO and content strategy into AI automations through Claude Skills, with the goal of developing infrastructure that lets the team move faster and do more of the high-value work.

For a company whose product is built around automation, it's a natural next chapter.

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